



RESULTS OF THE MARCH 2015 UTAH VOTER POLL
30 MARCH 2015

Information about the Survey

Researchers at Brigham Young University's Center for the Study of Elections and Democracy invited members of the Utah Voter Poll panel, a group of voters who were recruited at polling places across Utah on Election Day in 2004, 2006, 2008, 2010, 2012, and 2014, to complete an online survey between March 18 to March 26, 2015. For more about the poll, see the methodology section below.

Contact

For further discussion of the results or methodology, please use the following contact information:

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Note: Additional questions fielded on this survey are not included on this topline. Those questions were part of student and other academic projects and will be reported publicly at a later date. If you would like to see the results of those projects, please contact the Utah Voter Poll using the contact information above.

The Center for the Study of Elections and Democracy (CSED) at Brigham Young University is a nonpartisan academic research center seeking to increase knowledge about the practice of American democracy. CSED is committed to the production and dissemination of research that meets high academic standards, is useful to policy makers, and informs citizens. Those who are interested in additional details about the results, including additional analysis or raw data, should contact CSED for more information. Neither CSED nor the Utah Voter Poll are affiliated with any political party or candidate.

Methodology

Survey Field Dates: March 18-26, 2015

Sample Size and Margin of Error:

In total, 1,249 respondents entered the survey; we have at least partial data from 1,547 respondents, and 1,374 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 1,157 is about + or – 2.7%. The Utah Voter Poll sample is drawn from the Utah Colleges Exit Poll sample, which has a sophisticated sample design. A “design effect” multiplier would make the margin of error slightly higher than this.

Response Rate:

The response rate for the Utah Voter Poll was 12.27% (see calculations below). Potential respondents were sent three invitations to participate, spaced a few days apart over the survey field period. Our decision to send three invitations follows standard practices for internet surveys seeking to maximize response rates with minimal field time and disruption to potential respondents.

Response rate calculation:

Total email addresses sent invitations: 9,576

Total valid email addresses that received at least one email: 9,427

Total accessed surveys: 1,249

Completed surveys: 1,157

$$\text{Response rate} = \frac{\text{Completed surveys}}{\text{Received at least one email}} = \frac{1157}{9427} = 12.27\%$$

Weighting:

The raw data were statistically adjusted using a technique called “rim weighting” to correct for potential nonresponse error and potential coverage error. Nonresponse error would occur if the non-respondents from our sampling pool (the email addresses collected on Election Day 2004, 2006, 2008, 2010, 2012, and 2014) differed significantly from our actual respondents on their responses to the survey items. Coverage error would occur if the group that opted into the Utah Voter Poll on Election Day differed significantly from the group that we are really trying to survey and draw inferences about (all Utah voters). It is impossible to be absolutely certain about the existence of nonresponse and coverage error, and when weighting, we use what we know about nonresponse and coverage to minimize the chances of nonresponse error and coverage error.

Utah has very high computer ownership and internet access rates among the general population. These rates are likely to be even higher among voters. Some literature suggests web surveys will tend to over-represent people with higher incomes, higher levels of education, younger people, and men. Our weighting procedure was designed to take the distributions for age, education, income, gender, race, and religion from the 2012 and 2014 KBYU/Utah Colleges Exit Polls and

use them to statistically adjust the data so that respondents belonging to overrepresented groups are given less weight in the analysis and those in underrepresented groups are given more weight. Raking weighting is when the weights are applied iteratively, one variable at a time, until the distributions for all of the variables of interest closely reflect their targets. The data were weighted by education, age, income, gender, race, and religion. At the end of the weighting process, the weights were trimmed at the 1st and 99th percentiles to prevent outliers from skewing the results.

March 2015 Utah Voter Poll Topline Report

Last Modified: 03/30/2015

1. Governor Herbert Approval

Answer	Response	%
Strongly approve	167	14%
Approve	758	62%
Disapprove	240	19%
Strongly disapprove	62	5%
Total	1,227	100%

2. Do you approve or disapprove of how the Utah State Legislature is handling its job?

Answer	Response	%
Strongly approve	24	2%
Approve	567	47%
Disapprove	380	31%
Strongly disapprove	245	20%
Total	1,216	100%

3. For each of the following persons, please indicate whether you have a favorable or unfavorable impression:

Question	Very Unfavorable	Somewhat Unfavorable	Somewhat Favorable	Very Favorable	No Opinion	Total Responses
Orrin Hatch	30%	26%	28%	14%	2%	1,202
Mike Lee	41%	14%	17%	25%	3%	1,202
Gary Herbert	9%	17%	42%	30%	2%	1,202
Greg Hughes	23%	15%	21%	4%	37%	1,200

4. Many important topics were discussed during the 2015 Utah Legislative Session. Some resulted in new laws, while others did not. Of the following topics, which do you think are the most important things the legislature should have discussed? Please rank your preferences from most important to least important.

Answer	Average Ranking	Total Responses
Education funding	2.89	1,114
Medicare in Utah	3.44	1,114
Clean air initiatives	4.25	1,114
Non-discrimination protections	4.56	1,114
Gas tax and transportation funding	4.87	1,114
Religious liberty	4.87	1,114
Count My Vote modifications	5.46	1,114
Medicinal marijuana	6.17	1,114
Other	8.46	1,114

*Note: After the survey was fielded, the researchers realized that this question should have listed “Medicaid in Utah”, not “Medicare in Utah” given that the legislature took on Medicaid.

5. The Utah legislature considered a bill that would legalize marijuana for medicinal purposes. This bill would allow people in Utah with qualifying illnesses to be able to use medicinal cannabis in edible or liquid form, and would allow for dispensaries to sell it. How strongly do you support or oppose this bill?

Answer	Response	%
Strongly support	446	38%
Somewhat support	313	26%
Somewhat oppose	152	13%
Strongly oppose	127	11%
Neither support nor oppose	146	12%
Total	1,184	100%

6. Over the course of the legislative session, two major Medicaid expansion bills were discussed: Healthy Utah and Utah Cares. Healthy Utah would cover approximately 126,000 Utahns. It would cost the state about \$25 million over the course of the plan, and would include about \$1 billion in funding from the federal government. Utah Cares would cover approximately 60,000 Utahns. It would cost the state about \$65 million over the course of the plan, and would include about \$200 million in funding from the federal government. Which of the two programs do you prefer?

Answer	Response	%
Healthy Utah	928	82%
Utah Cares	207	18%
Total	1,135	100%

7. How strongly do you support Healthy Utah?

Answer	Response	%
Strongly support	410	35%
Somewhat support	415	36%
Neither support nor oppose	198	17%
Somewhat oppose	70	6%
Strongly oppose	71	6%
Total	1,165	100%

8. How strongly do you support Utah Cares?

Answer	Response	%
Strongly support	23	2%
Somewhat support	252	22%
Neither support nor oppose	385	33%
Somewhat oppose	249	22%
Strongly oppose	245	21%
Total	1,154	100%

9. The Utah Legislature discussed legislation that would allow the Division of Air Quality to make rules that are different from federal regulations as long as the state's regulations will provide added protections to public health and the environment. How strongly do you favor or oppose this bill?

Answer	Response	%
Strongly support	281	24%
Somewhat support	406	35%
Somewhat oppose	212	18%
Strongly oppose	145	12%
Neither support nor oppose	126	11%
Total	1,170	100%

10. The Utah Legislature considered a bill that would increase the state gas tax by 5 cents per gallon, changing it from 24.50 cents per gallon to 29.50 cents per gallon. This increase would help pay for transportation projects across the state. How strongly do you support or oppose this bill?

Answer	Response	%
Strongly support	278	24%
Somewhat support	351	30%
Neither support nor oppose	105	9%
Somewhat oppose	205	18%
Strongly oppose	226	19%
Total	1,165	100%

11. The Utah Legislature considered a bill that would allow government and religious officials to choose whether or not they wish to perform gay marriages. Under this bill, religious officials would be allowed to decline to perform such a marriage because of their religious beliefs. In addition, certain government officials could also elect to decline to perform these marriages, but they would also lose their ability to solemnize any marriages at all. How strongly do you support or oppose this bill?

Answer	Response	%
Strongly support	469	40%
Somewhat support	315	27%
Neither support nor oppose	109	9%
Somewhat oppose	102	9%
Strongly oppose	177	15%
Total	1,172	100%

12. The Utah legislature discussed the budget for the upcoming fiscal year. This budget bill would give \$435 million in new money to schools. The budget also includes \$16 million for performance-based compensation for college instructors, and \$2 million for institutions based on completion rate. How strongly do you support or oppose this bill?

Answer	Response	%
Strongly support	337	29%
Somewhat support	513	44%
Neither support nor oppose	155	13%
Somewhat oppose	96	8%
Strongly oppose	67	6%
Total	1,168	100%

Note: Q13-14 are part of an experiment; respondents were randomly assigned one of the two questions.

13. The Utah legislature considered a bill that would add sexual orientation and gender identity to Utah's anti-discrimination laws for housing and employment. The bill would simultaneously clarify exemptions for religious institutions and provide protections for religious expression. How strongly do you support or oppose this bill as recently supported by the LDS Church?

Answer	Response	%
Strongly support	281	50%
Somewhat support	161	29%
Neither support nor oppose	52	9%
Somewhat oppose	36	7%
Strongly oppose	30	5%
Total	560	100%

14. The Utah legislature considered a bill that would add sexual orientation and gender identity to Utah's anti-discrimination laws for housing and employment. The bill would simultaneously clarify exemptions for religious institutions and provide protections for religious expression. How strongly do you support or oppose this bill?

Answer	Response	%
Strongly support	280	46%
Somewhat support	179	30%
Neither support nor oppose	77	13%
Somewhat oppose	27	4%
Strongly oppose	42	7%
Total	605	100%

15. Do you have a favorable or unfavorable impression of the political movement known as the Tea Party?

Answer	Response	%
Strongly favorable	152	13%
Somewhat favorable	218	19%
Somewhat unfavorable	143	12%
Strongly unfavorable	579	49%
Don't know/ No opinion	79	7%
Total	1,171	100%

16. Do you consider yourself to be an active supporter of the Tea Party movement, or not?

Answer	Response	%
Yes	125	11%
No	932	79%
Don't know / No opinion	114	10%
Total	1,171	100%

Demographics

17. Please select the year you were born:

Answer	Response	%
18-24	45	4%
25-34	162	14%
34-44	215	19%
45-54	210	18%
55-64	237	20%
65 or older	293	25%
Total	1,162	100%

18. Gender

Answer	Response	%
Male	571	49%
Female	598	51%
Total	1,169	100%

19. Generally speaking, do you consider yourself to be a(n):

Answer	Response	%
Strong Democrat	119	10%
Not so strong Democrat	49	4%
Independent leaning Democrat	206	18%
Independent	127	11%
Independent leaning Republican	284	24%
Not so strong Republican	136	12%
Strong Republican	190	16%
Other	51	4%
Don't know	6	1%
Total	1,168	100%

20. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	251	21%
Moderately conservative	369	32%
Neither, middle of the road	214	18%
Moderately liberal	228	20%
Strongly liberal	102	9%
Don't know	3	0%
Total	1,167	100%

21. What was the last year of school you completed?

Answer	Response	%
Some high school or less	10	1%
High school graduate	149	13%
Some college	210	18%
College graduate	435	37%
Post-graduate	363	31%
Total	1,167	100%

22. What, if any, is your religious preference?

Answer	Response	%
Protestant	77	7%
Catholic	50	4%
LDS / Mormon	775	66%
Jewish	9	1%
Other	26	2%
No preference / No religious affiliation	194	17%
Prefer not to say	37	3%
Total	1,168	100%

23. How active do you consider yourself in the practice of your religious preference?

Answer	Response	%
Very active	686	59%
Somewhat active	131	11%
Not very active	69	6%
Not active	111	9%
Does not apply / Prefer not to say	170	15%
Total	1,167	100%

24. What is your current employment status?

Answer	Response	%
Self-employed	126	11%
Employed by someone else	622	53%
Unemployed	9	1%
Homemaker	133	11%
Retired	245	21%
Student	32	3%
Total	1,167	100%

25. Are you: (check all that apply)

Answer	Response
American Indian / Native American	18
Asian	9
Black / African American	3
Hispanic / Latino	31
White / Caucasian	1,124
Pacific Islander	2
Other	22

26. Are you currently:

Answer	Response	%
Married	919	79%
Divorced	55	5%
Widowed	38	3%
Living with partner	24	2%
Single	129	11%
Total	1,165	100%

27. What do you expect your 2015 family income to be?

Answer	Response	%
Under \$40,000	131	12%
\$40,000 - \$99,999	589	52%
\$100,00 or greater	420	37%
Total	1,344	100%

28. Finally, for quality control purposes, please rate your experience taking this poll. Would you consider the experience:

Answer	Response	%
Excellent	431	37%
Good	621	53%
Fair	95	8%
Poor	17	2%
Don't Know	3	0%
Total	1,167	100%